

Message Text

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PAGE 01 STATE 313879
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/OIM/TKBREWER/CMM
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COM/BIC/OIM/JTDOYLE/ACTING/AD
ARA/ECP/WDBURSON (INFO)

-----311143Z 039930 /12

R 302300Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY BOGOTA
AMEMBASSY CARACAS
AMEMBASSY LIMA
AMEMBASSY QUITO
AMEMBASSY SANTIAGO
INFO AMCONSUL BARRANQUILLA
AMCONSUL CALI
AMCONSUL GUAYAQUIL
AMEMBASSY LA PAZ
AMCONSUL MEDELLIN

UNCLAS STATE 313879

E.O. 11652: N/A

TAGS: BEXP, BO,CI,CO,EC,PE,VE

SUBJECT: POST-INITIATED MARKET RESEARCH

REF: STATE 274163

1. REFTEL OUTLINED NEW PLANNING PROCEDURE IN USDOC/OIM
FOR SPECIFIC EVENTS AND SET NEW TIMING FOR MARKET RESEARCH
OF EIGHT MONTHS PRIOR TO EVENT. MANAGEMENT HAS SINCE
MOVED DATE FOR MARKET RESEARCH/PLANNING TO TEN MONTHS
FOR ALL SPECIAL ACTIVITIES, I.E., TRADE MISSIONS,
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PAGE 02 STATE 313879

SEMINARS AND CATALOG SHOWS. ACTION POSTS WERE ASKED TO
PROVIDE NEW SCHEDULE FOR RESEARCH SUBMISSION. ONLY REPLY
RECEIVED WAS FROM LIMA.

2. FOR BOGOTA, CARACAS AND SANTIAGO: PLEASE ADVISE
STATUS AND ESTIMATED SUBMISSION DATE OF MARKET RESEARCH

FOR SEPTEMBER 1977 AUTO SERVICE AND REPAIR EQUIPMENT
TRADE MISSION. OPERATIONAL PLANNING DIVISION WOULD LIKE
TO BEGIN POLLING PROSPECTIVE COMPANIES JANUARY 1977
ACCORDING TO THEIR NEW SCHEDULE. HOPEFULLY, ALL POSTS CAN
PROVIDE BRIEF MARKET RESEARCH NO LATER THAN MID-FEBRUARY
IF JANUARY DATE IMPOSSIBLE MEET.

3. ALL ACTION POST: PLEASE REVIEW FY 78 EVENT SCHEDULE
AND SUBMIT NEW RESEARCH SCHEDULE WITH NEW GOAL OF
ARRIVAL IN WASHINGTON TEN MONTHS PRIOR TO EVENT.
ROBINSON

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NNN

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